

IN PROGRESS

A Quarterly Review of Economic Development Activity in Placer County

Volume Thirteen Number One March 2009 County of Placer

Small Mandarin Crop a Huge Seller for Placer

January 13, unofficially, was Mandarin Appreciation Day in Auburn as the Placer County Board of Supervisors heard a report that the 2008 crop was sold out. The last few bags of the fruit went to supervisors and other county officials.

Much of the credit for this year's success went to Joanne Neft, the county's first agricultural marketing director. Neft spearheaded a study by the U.S. Department of Agriculture that confirmed that Owari Satsuma mandarins from Placer are loaded with synephrine, which relieves cold and allergy symptoms. The research showed the Placer Mandarins had up to six times as much synephrine as orange juice, the only citrus previously tested. Ten ounces of mandarin juice contains as much synephrine as one over-the-counter decongestant pill, the study showed. News reports about the study quickly went nationwide, and business boomed.

Now, Neft is talking about a cold storage facility for the county that could extend the November to January availability for a couple of months. And she is trolling for financing for another study to measure how fast synephrine from mandarin juice enters the bloodstream and how long it lasts.

Supervisors Jim Holmes, Jennifer Montgomery and Kirk Uhler hailed the news as a way to preserve the county's agricultural heritage and to encourage growth that utilizes farmland instead of paving it over.

from a Sacramento Bee article by Bob Walter



Custom Plastic Products Maker Marks Steady Growth

For the last three years, PRePlastics, Inc., a custom plastic products maker based in Auburn, has been recognized by the Sacramento Business Journal as one of the 100 fastest-growing companies in the Sacramento region. PrePlastics first started molding parts from recycled plastics in 1988. The company's first product was a ski rack made from re-ground water jugs. By 2002 PRePlastics was using 180 tons of reprocessed materials in a variety of products. PrePlastics is now a fullservice custom plastic injection molder, taking plastic products through every manufacturing stage: engineering, precision tooling, injection molding, assembly, and order fulfillment.

In 2006, PRePlastics moved from a 20,000-square-foot building to a 70,000-foot space in a new building the company purchased. PRePlastics now diverts about 300 tons of recycled plastics from landfill to use in parts for ski racks and construction products.



"We have just signed a five-year contract with a customer that will result in the diversion of an additional 500 tons of reprocessed plastics annually," said Richard Miller, president of PRePlastics. "And we were recently awarded a contract from a Grass Valley company to build a number of molds that in turn will be used to mold parts for high-end video equipment."

Other major PRePlastics products, Miller noted, include test tube racks, disposable inhalation test cartridges, housings for battery charge stations used to recharge electric cars, housings for GPS navigational and construction devices, and food preparation tools.

"While most tool and die shops in the area have closed due to competition from China, we have expanded our mold making operation," Miller explained. "This is largely due to our conversion to what's called CNC mold making 12 years ago, which in turn has kept our pricing close to overseas'. We use local shops to help us with our excess work. We believe in local business first, American business overall, and overseas only as a last resort." For more information, call PRePlastics, Inc. at (530) 823-1820 or visit www.preplastics.com.



Career Fair

The next Placer County Career Fair is Thursday, May 28, 2009, at the Placer County Fairgrounds in Roseville from 10:00 a.m. to 3:00 p.m. It is hosted by Placer County Business Advantage Network and sponsored by Gold Country Media, Placer County Office of Economic Development, Golden Sierra Workforce Investment Board, and Roseville Chamber of Commerce. The Career Fair is NO COST for job seekers, and will feature approximately 80 employer

tables. This year's theme is: "Back to Basics." For more information contact Cindy at (530)889-4090 or at http://www.placer.ca.gov/jobfair for a list of attending employers.



Placer-Lake Tahoe

Film Office

Beverly Lewis, Director, Placer-Lake Tahoe Film Office www.placer.ca.gov/films

Kaiser Opens Women and Children's Center in Roseville

Pregnant women in South Placer County can breathe a sigh of relief now that Kaiser Permanente's new Women and Children's Center in Roseville is open. Previously, expectant mothers had to drive to the Kaiser facility on Morse Avenue, the closest location for members in the Roseville area. Kaiser has about 188,000 members in South Placer, and officials estimate that 5,000 babies will be delivered in the new center each year.

The \$150 million facility, one of the region's largest, brings under one roof in-patient pediatrics, pediatric specialties, neonatal intensive care, and labor and delivery services.

Including workers in the birthing center and a new medical office building, there will be about 4,300 employees working for the hospital in Roseville.





Thunder Valley Resort is back online

Thunder Valley Casino and the United Auburn Indian Tribe announced on February 20, 2009 that their casino expansion project is currently out to bid and construction will commence in mid April. The new plan involves a 15-floor hotel, 400 rooms, including luxury suites and a multi-purpose entertainment center.



North Lake Tahoe Releases New Vacation Planner

Visitors will find it's never been easier to plan a trip to North Lake Tahoe than with the newly released North Lake Tahoe Vacation Planner. This free 74-page guide includes information about the area from Incline Village in Nevada all the way south along Tahoe's shoreline to Emerald Bay. A new North Tahoe map gives detailed listings of area attractions and activities, such a ski resorts, marinas, golf courses, and hiking trails.

"Potential visitors will really get a feel for what North Lake Tahoe has to offer year-round," said Andy Chapman, tourism director of the North Lake Tahoe Resort Association. "Big glossy photos and easy-to-navigate maps are coupled with the individual characteristics and history that make each of the region's towns and resorts unique. The guide's new, smaller size also makes it easy to take with you."

The new vacation planner was created to tie in with the visitors bureau's consumer website, www.GoTahoeNorth.com, and can be downloaded from that site. Or, to order a copy of the planner, call the North Lake Tahoe Visitors Information Center at (530) 581-6900.

New Loan Program Guidelines

The Placer County Redevelopment Agency has increased loan limits and added flexibility to their Tax Increment Business Improvement Program. For more information contact Michele Kingsbury-Perez at 530-745-3157

Recycling Report



The California Integrated Waste Management Board (CIWMB) is the state agency responsible for managing California's solid waste stream and overseeing the efforts of California jurisdictions in meeting the requirements if the (IWMA) and subsequent solid waste legislations. Providing assistance to local governments, encouraging the development of markets for recycled-content products, helping recycling-based industries, and providing public education and outreach programs are some of the ways the CIWMB manages to help divert waste from the waste stream.

For more information on this program please contact the Zone Administrator, Ron Yglesias at 530-889-4017, or email ryglesia@placer. ca.gov, or visit www.ciwmb.ca.gov/RMDZ/Loans or call 916-341-6530.

Of International Interest

Think Poland – Thinking about expanding your international sales? The U.S. and Poland enjoy a particularly close relationship which has fostered strategic, commercial and cultural cooperation.

With close to 39 million residents and a dynamic market economy, Poland offers substantial opportunities for Placer County businesses. Companies can access up to 67 billion Euros in EU funds earmarked for infrastructure development, environmental remediation and green technologies.

To learn more visit www.export.gov/articles/marketofmonth/mom_poland.asp



- Eco-Boutique in Downtown Auburn specializes in green products for the home including green furniture and accessories.
 Visit www.dwlwdesigns.com
- Eskaton Village Roseville, a multiservice retirement community, is now open at 10001 Diamond Creek Boulevard. See www.eskaton.org
- Financial Pacific Insurance Co. is building a 42,242 square foot headquarters facility on Atherton Road in Rocklin. Go to www.financialpacific.com
- Ford Lincoln Mercury now occupies the former Maita Ford Mercury property at 1650 Grass Valley Highway in North Auburn. Visit www.grassvalleyford.com/
- Home Depot held a grand opening of its 99,500 square foot store and 24,000 garden center on February 18, 2009 at Willow Creek Drive & Highway 49 in North Auburn. Visit www.homedepot. com for more information.
- M and Company sells new and old home décor and furnishings in refurbished space at the Mercantile Building in Old Town Auburn. Call 530-823-3781
- Mercedes-Benz of Rocklin has invested over \$20 million in a new fullservice dealership at 4747 Granite Drive. Call 916-567-4300 for more information.
- Omiyage is a touch of Japan specialty shop at III Sacramento Street in Old Town Auburn with authentic Japanese merchandise. Call 530-888-9088
- Opus West Corp. has received approval to build 360,000 square feet of LEED certified office space on 20 acres at Stanford Ranch, Rocklin. www.opuscorp.com
- RCH Group is consolidating Sacramento & Roseville offices into the Roseville location at 1640 Lead Hill Blvd. Visit www.theRCHgroup.com
- Scentchips gifts, fragrances and accessories has opened its first California location at 1047 High Street in Auburn. Visit www.scentchipsauburn.com
- Springhill Suites by Marriott is open at 10593 Fairway Drive in Roseville. Tharaldson Property Management operates the 124-suite hotel. www.SpringHillSuites.com
- Squaw Valley unveiled its Gold Coast Mid Mountain Restaurant project at the top terminal of the Funtinel, constructed from 100% recycled materials.
 www.squaw.com

Off. Drexel

Drexel Digest

Congratulations to Drexel University on the opening of their 20,000 square foot high tech Graduate Center at One Capitol Mall in Sacramento. Drexel offers a part-time MBA,

a MS Engineering Management, a 24-month cohort

program MS Higher Education, a unique MS Human Resources Development program, and a MS Information Systems degree that commands respect around the world. In September of 2009, Drexel will offer a Master of Science in the Science of Instruction degree, a Master of Science in Human Resource Development, and two distinctive Master of Science in Nursing degrees.



Over \$1 million worth of cutting edge audio-visual collaboration technology will revolutionize the way education is delivered inside nine classrooms. Each are equipped with high-end, fully integrated e-learning systems designed for working professionals pursuing masters degrees in the evenings. The corporate community can take advantage of this space as well, as businesses and associations can reserve this high-tech meeting space during the day and on weekends. Carl (Tobey) Oxholm III has been named Dean and CEO of the Graduate Center. The Placer County Board of Supervisors approved the Regional University Specific Plan on December 9, 2008. Drexel hopes to build a new undergraduate campus on 600 acres for 6,000 students in West Placer County.



New Edition of A Basic Guide to Exporting

Available Now- Looking for a comprehensive overview of how to export? For more than 70 years, A Basic Guide to Exporting has been the resource that businesses turn to for answers on how to establish and grow overseas markets for their products and services. Whether your firm is new to exporting or in need of a refresher on the latest ideas and techniques, this comprehensive guide, now completely revised and updated, provides the nuts-and-bolts information you will need to meet the challenges of the world economy. Available now for \$19.95, it can be ordered from the U.S. Government Bookstore at http://bookstore.gpo.gov/ collections/basic-guide.jsp.

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http://www.placer.ca.gov/business

Calendar of Events

This calendar is a small sampling of the many events taking place throughout Placer County. Check with our office or a local newspaper for additional listings. We make every effort to insure that information is correct, but last-minute changes can occur. PLEASE CALL AHEAD TO VERIFY TIMES, DATES, AND LOCATIONS. To receive our next quarterly Calendar of Events, please send a self-addressed stamped envelope to California Welcome Center, 13411 Lincoln Way, Auburn, CA 95603

Foothills Farmers Markets

At 16 locations around the county. For addresses and times, call (530) 823-6183 or visit http://www.foothillfarmersmarket.com/

March

March 20 - 22:

Sierra Nevada Dance presents its community dance academy ballet of Aladdin with local students and adults in a beautifully costumed production. At Truckee High & North Tahoe High School theatres. For details and tickets, call (530) 546-4602.

March 24:

Mountain Aloha – Hawaiian Après Ski Party held at Jake's on the Lake in Tahoe City, 780 North Lake Tahoe Blvd., in the Boatworks Mall, at 4:30 p.m., every Tuesday night. Sponsored by Alpine Meadows Ski Resort and Homewood Mountain Resort, charity raffles are held each week that benefit Disabled Sports USA. Call Jake at 530-583-0188.

· March 27-29:

Sprint 2009 U.S. Freestyle Championships at Squaw Valley, USA. The nation's top freestyle athletes are coming to Squaw to battle it out in the halfpipe and on the moguls course. Visit http://www.squaw. com/sprint-us-freestyle-championships

April

April 3:

Ultimate Boarder Competition at Squaw Valley is a one-week competition to find the athlete who can conquer the art of surfing, skateboarding and snowboarding. Click on www.ultimateboarder.com

• April 9:

2nd Annual Outside the Box Show in conjunction with the Auburn Art Walk and local celebrity participants, a celebration of the imagination benefiting PlacerArts, from 6:00 p.m. to 9:00 p.m. visit www.placerarts.org

April 18:

North Lake Tahoe-Truckee Earth Day Festival will be held at the Village at Squaw Valley from 10AM-5PM and includes knowledgeable speakers, eco-friendly exhibitors, free music, kids' activities and a film festival the evening before if you arrive early! Go to www. TahoeTruckeeEarthDay.org

• April 19:

Ice Breaker Triathlon kicks off on Sunday with a 9:00 A.M. start time from Granite Beach, Folsom Lake. Lightweights can compete in the Baby Ice Breaker one hour earlier. Register for either at www.trfracing.com

· April 25 - May 31:

Lincoln's Annual Feats of Clay XXII, an international clay exhibit of world-class contemporary ceramic art, displayed in the historic Gladding McBean terra cotta factory in Lincoln. Grand Opening Benefit April 25. For details, call Lincoln Arts at (916) 645-9713.

· April 26:

6th Annual Run Rocklin will benefit the Matt Redding Foundation. Held at Johnson Springview Park in Rocklin, the kids run

kicks off at 7:45 a.m., 12k at 8, and the 5k at 8:15 - visit www.runrocklin.com/ for more information.

· April 29 & 30

The Regional Cultural & Heritage Tourism Workshop is designed for tourism professionals, destination management organizations, chambers of commerce, the lodging & hospitality industry, wineries & restaurant operators, tour operators, arts organizations, and historical societies interested in making their community a tourism destination. Call Karen Killebrew of PlacerArts at 530-885-5670 to register.

May

• May 9 & 10:

National Railroad Day Train Trip to Reno, enjoy a trip through the lovely Sierra Nevada in a private vintage rail car. A promotional preview to Colfax Railroad Days in September. Contact Colfax Chamber of Commerce for reservations, 530-346-8888.

May 16

Auburn Symphony Presents Music on the Green at 4:00 p.m. at the Placer County Library Garden Theatre, 350 Nevada St., in Auburn. Purchase tickets at www.auburnsymphony.com

• May 28:

Placer County Spring CAREER FAIR at Placer County Fairgrounds in Roseville. For details, contact Cindy Burris at (530) 889-4090.



In Progress

Placer County 175 Fulweiler Ave. Auburn, CA 95603

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